GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:540
ANSWERED ON:02.05.2002
PERFORMANCE OF DD/AIR NETWORK
MOHAN RAWALE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have in the recent past reviewed the performance of Doordarshan and AIR network in the country in the context of growing competition from private channels;

(b) if so, the details thereof;

(c) the steps taken to ensure effective coordination between AIR/Doordarshan to take on challenges ahead of them; and

(d) the details of performance reviewed of on-going projects in the country, State-wise particularly in Maharashtra?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OTHE LOK SABHA STARRED QUESTION No. 540 REGARDI PERFORMANCE OF DD/AIR NETWORK FOR ANSWER ON 2.5.2002.

(a): The review of the performance of All India Radio and Doordarshan is a continuous process.

(b): The mechanism through which such reviews are done include :

i) Parliamentary Standing Committee on Information Technology.
ii) Consultative Committee of I&B.
iii) Periodic review by the Ministry / Prasar Bharati.

(c): A Resource Centre has been established by Prasar Bharati for optimalutilization of infrastructure available in AIR and Doordarshan. Some areas like news gathering, audience research, sales and marketing, etc. have been identified for synergy and better coordination between AIR & Doordarshan. Cross media publicity of AIR and Doordarshan programmeshas been initiated to meet the ongoing challenges.

(d): At present, AIR has 47 transmitters and 7 otherprojects under implementation. This includes one project in Maharashtra for replacement of 100 KW MW Transmitter at Nagpur by a 300 KW MW TransmitterDoordarshan has 9 studio and 138 transmitter projects under implementation which includes 14 transmitter projects in Maharashtra. These projects are a t various stages of implementation in different parts of the country and are expected to be commissioned in phases during the next two years. State wise details of the projects under implementation are given in the Annexure.